

<i>SERFF Tracking Number:</i>	<i>THRV-126984167</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Thrivent Financial for Lutherans</i>	<i>State Tracking Number:</i>	<i>47693</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>A10 Annuities - Other</i>	<i>Sub-TOI:</i>	<i>A10.000 Annuities - Other</i>
<i>Product Name:</i>	<i>Fixed Annuity/Long-Term Care Ad - Letter</i>		
<i>Project Name/Number:</i>	<i>/</i>		

Filing at a Glance

Company: Thrivent Financial for Lutherans

Product Name: Fixed Annuity/Long-Term Care SERFF Tr Num: THRV-126984167 State: Arkansas

Ad - Letter

TOI: A10 Annuities - Other

SERFF Status: Closed-Filed-Closed

State Tr Num: 47693

Sub-TOI: A10.000 Annuities - Other

Co Tr Num:

State Status: Filed-Closed

Filing Type: Form

Author: Karen Guyette

Reviewer(s): Linda Bird

Date Submitted: 01/13/2011

Disposition Date: 01/19/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile:

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 01/19/2011

State Status Changed: 01/19/2011

Deemer Date:

Created By: Karen Guyette

Submitted By: Karen Guyette

Corresponding Filing Tracking Number:

Filing Description:

**** Advertising for Single Premium Deferred Annuity Contract with Benefits For Long-Term Care Services Rider ****

Included in this submission is the following new form which is an Invitation to Inquire:

Service Letter, Form 26197L N11-10

This form will be used in the marketing of the following forms:

1. Single Premium Deferred Annuity Contract, form A-AS-SPDA (04), which was approved by your Department on 10/09/2003 (State Tracking No. 24064).
2. Benefits For Long-Term Care Services Rider, form AR-AL-ALTC (10), which was approved by your Department on

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 Product Name: *Fixed Annuity/Long-Term Care Ad - Letter*
 Project Name/Number: /
 8/09/2010 (State Tracking No. 46374).

Company and Contact

Filing Contact Information

Karen Guyette, Compliance Specialist II karen.guyette@Thrivent.com
 625 Fourth Ave. South 800-847-4836 [Phone] 37251 [Ext]
 Minneapolis, MN 55415 612-340-5040 [FAX]

Filing Company Information

Thrivent Financial for Lutherans CoCode: 56014 State of Domicile: Wisconsin
 4321 North Ballard Road Group Code: 2938 Company Type: Fraternal
 Appleton, WI 54919-0001 Group Name: State ID Number:
 (800) 847-4836 ext. [Phone] FEIN Number: 39-0123480

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: 1 ad x \$50 = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Thrivent Financial for Lutherans	\$50.00	01/13/2011	43735970

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	01/19/2011	01/19/2011

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Disposition

Disposition Date: 01/19/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Form	Service Letter		Yes

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Form Schedule

Lead Form Number: 26197L N11-10

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	26197L N11-10	Advertising Service Letter	Initial		0.000	Ad 26197L N11-10.pdf



Thrivent Financial for Lutherans®

Appleton, Wisconsin • Minneapolis, Minnesota
Thrivent.com • 800-THRIVENT (800-847-4836)

[Date]

[Name]

[Address Line 1]

[Address Line 2]

[Address Line 3]

Dear [MR./MS. LASTNAME],

Have you considered how you will pay for future long-term care expenses? Recent changes may make it easier for you to plan ahead for the costs of long-term care while helping to protect assets you've worked so hard to accumulate.

The Thrivent Financial Security One Annuity with a long-term care insurance rider is now available from Thrivent Financial for Lutherans to help cover these expenses. If eligible, you may be able to add a long-term care insurance rider to your existing nonqualified Security One Annuity.¹

In addition, the charges deducted for and benefits paid from tax-qualified long-term care coverage will no longer be subject to income tax when that coverage is linked to an annuity.² These tax changes may help you leverage a portion of your savings into meaningful protection and help reduce the financial impact that often accompanies the need for extended care.

Adding this long-term care insurance rider to your annuity could help keep your retirement strategy on track. I'll be giving you a call soon so we can schedule a convenient time to discuss long-term care solutions that may be right for you.

Sincerely,

[FRName, DESGN1, DESGN2]

[AG Title]

[LICNSNUM]

[EMAIL]

[Certified Financial Planner Board of Standards, Inc. owns the certification marks CFP, Certified Financial Planner™ and CFP (with flame design graphics) in the U.S.]

¹ All applications are subject to the underwriting requirements of Thrivent Financial. The long-term care insurance rider is available for an additional charge.

² State laws may vary concerning the tax treatment of charges and benefits taken for long-term care. Check the rules in your state for specific information.

Thrivent Financial and its representatives and employees cannot provide legal, accounting, or tax advice or services. Work with your Thrivent Financial representative and, as appropriate, your attorney and tax professional for additional information. Insurance products issued or offered by Thrivent Financial for Lutherans, Appleton, WI. Not all products are available in all states. Thrivent Financial representatives are licensed insurance agents/producers of Thrivent Financial. This is a solicitation for insurance. An agent/producer may contact you.